### WTVF(TV) RECRUITMENT INITIATIVES FORM

April 1, 2010 - March 31, 2011

!		Λþ	III 1, 2010 — Maiori 31, 2011
	Type of Recruitment Initiative (Menu Selection)	Date	Brief Description of Activity & Scope of Broadcaster's Participation (where applicable, include job title(s) of station staff involved in the activity)
1.	Participate in Job Fair	3/24/11	Our Station participated in a job fair sponsored by the Tennessee Association of Broadcasters. Station participants included a Sales Manager and a Production Manager who spoke to attendees about career opportunities in television and job openings at the Station.
2.	Participate in Job Fair	2/23/11	Our Station participated in an Internships and Summer Job Fair at Middle Tennessee State University. Station participants included our News Department Internship Supervisor and a NewsChannel 5+ Internship Supervisor who spoke to attendees about career opportunities in television as well as job openings and internships at the Station.
3.	Host and Participate in Job Fair	7/7/10	Our Station hosted a Career Fair at Lipscomb University, in conjunction with the Nashville Chamber of Commerce, and provided live coverage of the event. The Career Fair included general information seminars about employment. WTVF solicited local employers and organized logistical aspects of the event. NewsChannel 5 also participated as an exhibitor and manned a booth that provided specific information about job opportunities at WTVF. Station participants included our Sales, Digital and Production Managers. NewsChannel 5 promoted this event extensively both on the air and on line. Several hundred job-seekers attended.
4.	Event or Program Sponsored by Organization Interested in Broadcast Employment Issues	10/14/10	A WTVF Meteorologist and Anchor hosted an event for the philanthropic arm of AT&T, launching an African American History Calendar for the State of Tennessee. He spoke about minorities in broadcasting and about broadcast careers.
5.	Event or Program Sponsored by Educational Institution Relating to Broadcast Careers	10/25/10	Our Station hosted a group of journalism students from Western Kentucky University. The students and their professors toured the NewsChannel 5 facility and engaged in a question and answer session with WTVF news staff about careers in broadcasting and methods used for determining news coverage.
6.	Event or Program Sponsored by Educational Institution Relating to Broadcast Careers	Spring semester 2010	During the Spring semester of 2010, our General Manager taught a college course in Media Programming at David Lipscomb University in Nashville.

	Type of Recruitment Initiative (Menu Selection)	Date	Brief Description of Activity & Scope of Broadcaster's Participation (where applicable, include job title(s) of station staff involved in the activity)
7.	Event or Program Sponsored by Educational Institution Relating to Broadcast Careers	10/10	Our Promotions Producer participated on an Advisory Council for the Department of Journalism and Mass Communications at Murray State University calling on his expertise to consult the Department about its curriculum.
8.	Event or Program Sponsored by Educational Institution Relating to Broadcast Careers	10/14/10	Our Promotions Producer participated in a "Meet the Pros" event for broadcasting students at Murray State University during which he talked about the nature of his responsibilities at NewsChannel 5 and then responded to questions from the students.
9.	Event or Program Sponsored by Educational Institution Relating to Broadcast Careers	12/10/10	A WTVF Anchor and Meteorologist spoke to 9 <sup>th</sup> grade honor students at Pearl-Cohn's Academy about perseverance and how it can help in a career in broadcasting.
10.	Internship Programs	Ongoing	Our Station hosts college interns on an ongoing basis. Interns focus their work and training in News and Talk of the Town. Interns receive hands-on training to develop a variety of skills, including operating a studio camera, writing for broadcasts, timing newscasts, using broadcasting equipment, and effective story-telling.
			During the reporting period, the Station hosted 30 interns, as follows:
			<ul> <li>Summer 2010 - News Department (8), NewsChannel 5+ (3), Talk of the Town (3);</li> </ul>
			<ul> <li>Fall 2010 - News Department (4), NewsChannel 5+ (3), Talk of the Town (5);</li> </ul>
			<ul> <li>Spring 2011 - News Department (4), NewsChannel 5+ (1), Talk of the Town (5).</li> </ul>
11.	Management-Level Training Regarding Equal Employment Opportunity and Preventing Discrimination	5/11/10	The WTVF Controller and Accounting/HR Manager attended a webinar entitled "Navigating the FCC's Equal Employment Opportunity Rules Webinar." The webinar focused on best practices for station EEO compliance.
12.	Event Sponsored by Community Organization Interested in Broadcast Employment Issues	12/4/10	A WTVF Meteorologist provided the keynote speech for the National Science Teachers Association and spoke about the importance of science education for those interested in meteorology.

	Type of Recruitment Initiative (Menu Selection)	Date	Brief Description of Activity & Scope of Broadcaster's Participation (where applicable, include job title(s) of station staff involved in the activity)
13.	Activity Designed to Disseminate Information about Broadcast Careers	9/28/10	A WTVF Meteorologist participated in the Virtual School at Vanderbilt University, a distance-learning series for students in grades 7-12 across the State of Tennessee. The topic was careers in meteorology.
14.	Activity Designed to Disseminate Information about Broadcast Careers	11/2/10	Two WTVF News Anchors participated in the Virtual School at Vanderbilt University, a distance-learning series for students in grades 7-12 across the State of Tennessee. The topic was careers in television news journalism.
15.	Event Sponsored by Community Organization Interested in Broadcast Employment Issues	2/22/11	A WTVF Anchor, Investigative Reporter, and Assignment Manager spoke to the Leadership Donelson-Hermitage Association and presented an overview of the news business, each explaining how they began their careers in journalism.
16.	Activity Designed to Disseminate Information about Broadcast Careers	12/14/10	A WTVF Assignment Manager sat on a panel hosted by the National Association of Black Journalists and discussed the most effective ways to gain news coverage of an event and what television stations look for in hiring decisions.





### TAB NEWS

FCC TAKES A FRESH LOOK AT CONSENT [...] Retransmission Rules Fresh Look at March 04 - FCC Takes a ITS RETRANSMISSION

Congressional Summary March 03 - 2011

TAB Broadcasters made their annual Calls on Congress [...]

This promotional flyer is for the **CAP Webinar Information** March 03 - March 10 EAS

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### events

### TAB 2011 Career Fair

MARCH 23

TAB 2011 Career Fair

The TAB will be holding its annual Career Fair on Thursday March 24th

Time: 4:00-7:00 p.m. Central Time

Location: Nashville Marriott Airport Hotel, 600 Marriott Drive, 37214

Room: Salons A & C

communications. There will be stations from around Tennessee represented. Bring your This event is open to the public and is for anyone seeking a career in radio and television resumes and join us.

Posted In: EVENTS

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### Lyn Plantinga

From: kngreen@mtsu.edu

Sent: Monday, February 14, 2011 5:46 PM

To: Lyn Plantinga

**Subject:** Career Fair: Registration Received Monday, February 14, 2011, 05:46 pm

Dear Lyn Plantinga:

Thank you for registering for the MTSU 2011 Internships & Summer Jobs Fair through Lightning JobSource. We are currently reviewing your registration. Once approved, you will receive an email and invoice. Please allow one business day for this to occur.

Thanks, Nicole

### K. Nicole Green

Campus Recruiting & Employer Relations Coordinator MTSU Career Development Center KUC 328 | 615/494-8797 | kngreen@mtsu.edu

### receipt

Receipt Date: February 14, 2011 Receipt Number: 20110214-00004

### Receipt For:

### Send Payment To:

The NewsChannel 5 Network Lyn Plantinga 474 James Robertson Parkway Nashville, TN 37219 PH: 615-244-5000 lyn@newschannel5.com Career Development Center MTSU Box 2. Murfreesboro, TN 37132

### Details:

Charges Registration (Regular Career Fair Registration)   (1.00 @ 100.00) (ISJF 2011)	Cost \$100.00
Additional Lunch Ticket (0.00 @ 20.00) Subtotal:	\$0.00 <b>\$100.00</b>
Payments Feb 15, 2011 (Credit Card: xxxxxxxxxx7822) Total Paid:	Amount (\$100.00) ( <b>\$100.00)</b>
Balance Due:	\$(0.00)

This invoice has been paid in full.

Credit Card - MasterCard or Visa only. Credit cards are processed through Symplicity, their name will appear on your credit card statement. Please alert your Accounting Dept.

### Lyn Plantinga

From:

Lacey Devlin

Sent:

Wednesday, February 23, 2011 5:18 PM

To: Subject: Lyn Plantinga Mtsu Internship Fair

Hëy Lyn!

I'm sure Marielena has already emailed you to let you know how great the fair went today ( cause she's awesome like that), but i wanted to second that thought. We had a great time at the fair and I really enjoyed meeting all the new potential interns. I think we got a few really good possibilities for this summer in all the different departments. All the interns we spoke to seemed really impressed with the amount of departments involved in our intern program, so I'm really happy with that. Overall it was a great experience and i think we got some good contacts, so any other fairs that come down the pike I'd be happy to attend!

Thanks so much for the opportunity! lacey

Lacey Devlin
Assignment Desk Editor
WTVF - NewsChannel5 Network HD
474 James Robertson Parkway
Nashville, TN 37219
p:615-248-5281
f: 615-244-9883

SPORTS ENTERTAINMENT HEALTH LIFEST

JIM REED HYUNDAI

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### NewsChannel 5 Safe & Sound Career Expo

Recommend ! II Be the first of your friends to recommend this.

Updated: Jul 06, 2010 1:11 PM CDT



Enlarge this picture

 List Of Employers At Job Fair



NewsChannel 5, the Nashville Chamber, and Lipscomb University have partnered together to present the Safe & Sound Career Expo on Wednesday, July 7 from 9 a.m. to 12:30 p.m.

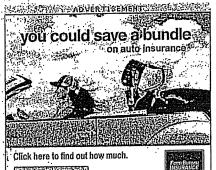
The Career Expo is at Lipscomb's Alien Arena and will include a career fair, career education and networking opportunities for job seekers and the complexers potential employers.

Click here for a map of the Lipscomb University campus.

A large turnout of employers is expected. Even if employers aren't hiring, this is a great chance to network and plan for future opportunities. List Of Employers At Job Fair

Booth space is just \$99. If you have additional questions, please email Matt Lowney at lowney\_matt@hotmail.com or call 615-977

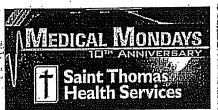
The registration deadline for employers is July 2,







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Large Gas Rupture Closes Busy Road In Franklin

More Than \$4M Discovered In Traffic Stop In Cumberland County

Rescue Crews Find Body Of Missing Fisherman

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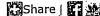
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### List Of Employers At Job Fair

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AT&T Tennessee To Unveil African-American History Calendar,

Celebrate Honorees At Nashville Event

0/6/2010

### Case Studies

### Metro Nashville Airport

à l'

Authority

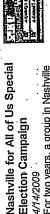
last decade, from the dozens of relocated corporate Nashville has grown significantly as a city over the headquarters to the renaissance of downtown Nashville. And as Nashville has evolved, the ...

### major buildings and residents to turn How do you convince hundreds of .. Music City businesses, owners of Earth Hour Nashville 2009

all nonessential lights for one hour off all nonessential lights to one on a busy March Saturday night?

# Nashville Health Care Council

between John McCain and Barack Obama. To take national spotlight was shining on lashville in October of 2008 as Belmont University hosted the advantage ...



**Election Campaign** 

permissible language for use by Metro government. apping into public anger over immigration issues, For two years, a group in Nashville worked to make English the only Metropolitan Nashville Council ...

### Job Corps

Labor's Job Corps program faced a problem in the Southeast: how to 8/22/2008 In 1995, the U.S. Department of recruit more age- and income-



African-American History Calendar at a celebration on AT&T Tennessee will unveil its 2011 Tennessee Thursday, Oct. 14, at the AT&T Tennessee neadquarters in downtown Nashville. The 12-month calendar profiles individuals and events

from across the state that have had a compelling impact on the lives of Tennesseans. The calendar provides educators with a tool to teach students about the contributions that African-Americans have made to the state and country. This will be the third calendar that we have produced in honor of some great Tennesseans who have contributed so much to our state, and the response has been tremendous each rear," said Gregg Morton, president of AT&T Tennessee. "We are privileged to continue ತ್ತ ennessee history, and we are excited to have the honorees and their families join us his effort to highlight and recognize those who have made an important impact on his great event."

NewsChannel5 will serve as the emcee for the event. The event is free to the public, but A reception for honorees will begin at 6 p.m. in the Winter Garden of the AT&T Building. followed by the unveiling celebration at 7 p.m. in the AT&T Auditorium Lelan Statom of sending an e-mail to <u>attcalendar@mpf.com</u>. Free parking will be available in the AT&T space is limited. Attendees should RSVP by calling (615) 259-4000, ext. 200, or by garage. The calendar highlights the Tennessee African-American experience and honors individuals

ACT 00.3 1100/31/0

appropriate students to the program's education and job ...

### Meth Destroys

7/29/2008 In September 2005, the Tennessee

Conference retained MP&F to District Attorneys General

campaign. There were multiple objectives; to educate and inform the public, particularly school-age youth, conduct a statewide anti-methamphetamine

More Case Studies

and events that have made a strong impact on the lives of Tennesseans.

Honorees and Events featured in the 2011 calendar include;

- Arts and Entertainment Nikki Giovanni
- Business The Founders of Citizens Savings Bank and Trust Company
  - Civil Rights The Rev. Kelly Miller Smith, Sr.
    - Education Dr. Otis Floyd, Jr.
- -aw Veronica Coleman-Davis
  - Medicine Dr. E.V. Davidson
  - Music David Porter
- Politics and Government Ernest and Kevin McKinney
  - Religion Bishop Isaac Lane
- Sports Wilma Rudolph
- Events The Memphis Sanitation Strike and the Nashville Streetcar Boycott

autograph the calendar. Calendars will be distributed to middle schools across Tennessee At the close of the event, honorees and their family representatives will be available to To order a calendar or for more information, please visit www.tnafricanamericanhistory.com

projects, such as the Tennessee African-American History Calendar, that create learning opportunities, promote academic and economic achievement, and address community AT&T is committed to the advancement of education, strengthening communities and improving lives. Through its philanthropic initiatives and partnerships, AT&T supports

### About AT&T

oublishing and advertising sales leadership of its Yellow Pages and YELLOWPAGES.COM nternet access and voice services. In domestic markets, AT&T is known for the directory P-based business communications services and the nation's leading wireless, high-speed America's Most Admired Telecommunications Company list. Additional information about AT&T Inc. (NYSE:T) is a premier communications holding company. Its subsidiaries and AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is expanding its TV entertainment offerings. In 2008, AT&T again ranked No. 1 on Fortune affiliates, AT&T operating companies, are the providers of AT&T services in the United communications equipment. As part of its three-screen integration strategy, AT&T is States and around the world. Among their offerings are the world's most advanced magazine's World's Most Admired Telecommunications Company list and No. 1 on organizations, and the AT&T brand is licensed to innovators in such fields as available at http://www.att.com.

# About Philanthropy at AT&T

promote academic and economic achievement, and address community needs. When the initiatives and partnerships, AT&T supports projects that create learning opportunities, AT&T Foundation celebrated its 25th anniversary in 2009, more than \$160 million was education, strengthening communities and improving lives. Through its philanthropic contributed through corporate-, employee- and AT&T Foundation-giving programs. For 25 years, AT&T and the AT&T Foundation have been committed to advancing

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That sounds great. See you on Monday.

----Original Message----

From: LeTourneau, James [mailto:james.letourneau@wku.edu]

Sent: Thursday, October 21, 2010 3:49 PM

To: Sandy Boonstra Subject: student visit

Hi, Sandy.

I tried your phone a couple of times, but Allison suggested I contact you via email. Are we still on for the class visit this coming Monday, Oct. 25th? Same routine as before. Watch the 5 or 6pm. Q & A for a little bit, then gone.

We intend to come down around 5pm, leaving Bowling Green at 3:45p. Let me know if there is a change in your plans so I can let the students know.

thanks.

jlt

CO 3673 Spring 2010 Tuesdays 6:00 to 9:00 Ezell 234 Class Syllabus: Media Programming

Debbie Turner dturner@newschannel5.com office: 248-5356 cell: 300-5753 text: 479-1775 Office hours by appointment

Course Description: An analysis of the different types of media programming and their audiences.

### Learning Objectives:

- Students will understand the process of program selection, scheduling, promotion and evaluation as practiced by stations, network and internet content providers.
- Students will learn and understand programming strategies in television, cable, radio and internet industries, as well as related constraints.
- Students will learn the concepts, vocabulary and practices of programmers.
- Students will garner experience in analyzing programming in a variety of situations.
- Students will have the opportunities to explore the social and industry ramifications of programming changes.

**Text:** Media Programming: Strategies and Practices. Eastman, Susan Tyler and Ferguson, Douglas A. 8th Edition. Thomson Wadsworth, 2008.

**Other Reading:** Other reading will be e-mailed regularly. Students are expected to be current on any and all information e-mailed and be prepared to discuss in the next upcoming class.

Attendance: Attendance is of extreme importance. Industry and community leaders will be joining us throughout the semester, therefore unless it can't be avoided due to illness or family emergency you are expected to attend class. More than one absence will impact your final grade. Contact me by e-mail or text if you will miss or be late for class.

**Cell Phone Policy:** Please be sure your cell phone is turned off when you come into class. Texting or e-mailing during class is prohibited.

Class Participation: Students are expected to come to class prepared and ready to participate in all discussions and activities. Classes will be a mixture of lectures, guest speakers and individual or team assignments. Interactivity is mandatory.

**Assignments:** Assignments will be due at the beginning of the class in the specified format for the specific assignment. Students should be prepared to discuss any paper, project with the class on the due date.

**Grading:** The grading scale will be as follows:

91 – 100 A 81 – 89 B 71 - 79 C 61 - 69 D Below 60 F

Your average must meet the minimum number necessary to make that particular grade.

### Grading, cont.

The individual assignments will have the following point values:

Test one 15% Test two 15% 10% Papers and other assignments 30% Final Exam Individual Project 20% 10% Classroom Participation

Christian Perspective: A high level of Christian ethics is expected from every student.

GENERAL POLICIES: Everyone has as on-campus e-mail account. Please check the account regularly, if not several times a day. News and announcements concerning this class will be emailed to you. It is your responsibility to keep current on what is happening in the class. You are also responsible for making sure the account is working.

Class Schedule Disruption Policy: Except in the rarest of instances. Lipscomb University does not cancel classes or close offices. However, should an event (weather-related or otherwise) occur that requires disruption of the entire Lipscomb University class schedule. students will be notified via multiple venues including the Lipscomb homepage (www.lipscomb.edu), a text message sent through LU ALERT (http://lualert.lipscomb.edu), and the Lipscomb Weather Information Line (966-1836). For information on possible snow-related closures or "late starts," students should consult local television stations (2-WKRN, 4-WSMV, 5-WTVF and 6-WZTV, and Channel 9 on campus). Students should look for information regarding "Lipscomb University," not "David Lipscomb Campus Schools."

Student's Responsibility for Notification of Extended Absence: In the case of individual absences, students should contact their professors directly. However, students who find themselves in circumstances which would cause them to miss classes for an extended period of time (e.g., missing a week or more of classes due to illness) should contact Steve Prewitt, Associate Provost for Student Academic Support, (steve.prewitt@lipscomb.edu; 615-966-5804). The Associate Provost for Student Academic Support will communicate the student's situation to the appropriate faculty members. Students are expected to provide timely notification to the Associate Provost for Student Academic Support regarding any extended absence and may be required to provide supporting documentation for their absences.

### **Draft Outline of Course Assignments:**

We will be flexible to accommodate quest speakers or industry specific current events.

Date ·

Material

January

Class 1- Jan 12

Introduction to the course Hand Out: Syllabus

Chapter 1: A Framework for Programming Strategies

Prepare for 1/19 Speaker

Class 2 - Jan 19

Understanding Programming and Research Speaker: Mark Binda, Director of Programming And Research, NewsChannel 5 Network

Read Chapters 1 and 2 before class

Class 3 - Jan 26\*\*

Understanding Syndicated Programming

(date may change).

Read Chapter 3 before class

Class 4 – Feb 2 Network PrimeTime Fundamentals Read Chapters 4 before class

Prepare for Speaker on 2/9

Class 5- Feb 9 Regulatory Environment

Speaker: (previous) FCC Commissioner Debora Taylor Tate\*

\*tentative date Prepare for Test 2/16

Class 6- Feb 16 Test 1 : Chapters 1 – 4; Speakers; Class notes and assignments

Class 7 – Feb 23 Network non-Primetime fundamentals

Read Chapter 5 before class

Review Test 1

March

Class 8 - March 2 Station Scheduling Practices and Strategies

Read Chapter 6 before class

Project Assigned

Class 9 - March 9 Principles and Goals of Non-Commercial Programming

Public television and public radio Read Chapter 7 before class

March 16th

Spring Break

Class 10 – March 23 Guest speaker conference call: Steve Costanzo CBS affiliate relations

Prepare for Test

Class 11 - March 30

Test 2: Chapters 5-7 and Speakers, Class notes and assignments.

Status check on projects

April

Class 12 – April 6 Cable Systems and Satellites; Cable Programming

Read Ch 8 and 9 before class

Review Test 2

Class 13 – April 13

The Internet — Programming in the new world

\*date may change Read Ch 10 before class

Class 14 – April 20 Radio and Music Licensing

Read chapter 11 before class

Tentative speaker

Speaker: Mason Hunter, BMI executive

Class 15 - April 27 Individual projects due & individual presentations given

Prep for final

May 6 Final Exam

### Advisory Council He - Oct 2010

Fall.2010 JMC Journal 3



he JMC Advisory Council met Oct. 9 following the Meet the Pros event. Council members are front row, from left: he JMC Advisory Council met Oct. 9 following the Meet the Pros event. Council members are front row, from left: 1stin Wylie, LifeWay Christian Resources; Stephanie Elder, American Cancer Society; Sandra Wilson, NewPage Cororation; Cathy Crecelius, WPSD-TV; Leigh Wright, freelance writer; Jennifer Brown, Kentucky New Era; Gina Winchster, Murray State University; Karle Thornton, WPSD-TV; Dr. Darryl Armstrong, L. Darryl Armstrong and Assocites Behavioral Public Relations. Back row, from left: Dave Washburn, FLW Outdoors; Jamie Futrell; Bristol Broadasting; Tab Brockman, TapLogic; Todd Plewa, WPSD-TV; Jason Barnett, Interactive Media Lab Jerry Walker, WTV-hannel Sylosh Maxwell, Hopkinsville Community College television production; Dave Winder, Murray State athletics; Villiam Amos, Jaguar Sports Marketing/IMG College; and Dwayne White, WSMV-TV.

### Three join department faculty

The JMC Department had. hree new faculty members this all. They were new as instrucors, but not new to Murray State.

Two of them, William Gross Magee and Brent Norsworthy, pined the department in July vhen the Graphic Communicaion Management program ecame a part of JMC. The unit as a major and minors in raphic communications techology and photography.

The third faculty member, llizabeth Thomas, filled the ublic relations position of laven Miller when he resigned. he served as the KIIS commuications director/program coorinator at Murray State while he completed her master's egree in mass communications.

Magee, the coordinator of the

Fraphic ommuniations rogram, eaches ommer.ial phography nd digital naging.

ewspaper

aducah.



Magee

ablishing mily in western Kentucky. is mother, Judy, owned and perated several weekly newsapers and his sister, Ava, orked with them until moving

Magee started working his ther's cameras and reestabshed the darkroom when he as 14. While he was in high hool, he was having his photos iblished in books, newspapers

a public relations position in

ıd national magazines. He earned his degree in aphic communications with an emphasis in photography at Murray State and then returned to photojournalism. In the early 1980's, in order to computerize the family-owned publications, he did an intensive study of digi-

tal imaging. By the late 1980s, he not only completed the computerization of the newspapers but had written software for the production of classified ads and marketed the product both nationally and internationally.

In 1990 in became the coordinator of the GAT/GAERF Video Project at Murray State. He produced and marketed videos for the graphic communications industry. He also supervised the translation and overdubbing of the tapes into Spänish.

He next focused on selling computer systems to publishing companies and completed his master's degree at Murray State in industrial education with an emphasis in digital imaging.

In 1997 he joined the faculty as a lecturer in the graphic communications program. He still does limited work in commercial photography and focuses on personal photography projects.

Norsworthy, who has the

bachelor's degree in graphic communications manage.ment and the master's degree in manageof ment technology



Norsworthy

from Murray State, joined the MSU faculty as a lecturer in 2008.

He teaches courses in graphic communications management and maintains the GCM computer lab and production facilities in Wilson Hall. In addition, he develops and teaches classes for the Upward Bound program on campus.

He provides digital services to clients through his company, The Digital Handyman. These services include computer service/repair, software and hardware training, pressure sensitive vinyl film design/plotting and installation, design solutions (graphics, logos, websites, etc.), printed material design and printing services.

· He is a member of the National Association of Photoshop Professionals and the Adobe Designers User Group.

Thomas was named one of the

two Outstanding Master's Students 1 ast spring. h' received her undergraduate degree in journalism an



**Thomas** 

emphasis in advertising from the University of Florida in Gainsville.

Her communications experience includes marketing director for Transeastern Homes in Coral Springs, Fla., president/creative director for A Flair for Holly Advertising Inc., regional advertising manager for UDC Homes in Boynton Beach, Fla., vice president for publications for First Marketing Corporation in Pompano Beach, Fla. and media planner for RKO Radio in Los Angeles.

She currently heads her social media consulting firm, Elizabeth Thomas Creative, LLC.

### PRSSA hosts annual Boo Bash

Members of the MSU chapter of Public Relations Student Society of America kicked off the Halloween holiday season with its Boo Bash 2010 Oct. 27.

Held at the Olive Restaurant (across from Pogue Library), the event drew more than 75 people in the crowd to watch contestants vie for prizes.

The highlight of the night was the parade of competitors modeling their costumes. Lauren Rosentreter, publicity director for the event, said the contestants acted out the characters of their costumes in hopes of winning a prize.

Judges for the annual event

were JMC faculty members, Elizabeth Thomas and Dr. Kevin Qualls, and Liza Qualls.

Prizes for the event were donated by Matt B's, Quarter's Grill, Vintage Rose, Red Barn, Finish-Line Car Wash, Big Apple Café, Goody's, Gloria's, Video Gold and The Olive Restaurant.

Rachel Miller, president of the PRSSA chapter, said that proceeds from the event would help pay for the members to attend regional and national public relations events.

Robin Orvino, head of the public relations major, serves as the adviser to the chapter.



Dr. Celia Wall, left, talks with students in the master's program during the graduate student reception in October. The department's graduate program has more than 40 students working toward their master's degree in mass

### Eight participate in JMC internship class

Eight majors in the Department of Journalism and Mass Communications were enrolled in the Internship class (JMC 596) this fall.

The students-majors in journalism, advertising, public relations and television productionhave interned with mass media and advertising/public relations organizations and took the class to earn three hours of credit.

The class, administered by Dr. Debbie Owens, has the students share their experiences with the other students and this fall, with other JMC classes and a student organization.

At the conclusion of the semester, the students turn in a case study which has information on their organization, the town and the internship.

The eight students are Elizabeth Johnson, a print journalism major from Adairville, The Nashville Tennessean; Richard

Martin, a print journalism major from Benton, Baseball Youth Magazine, Sophie McDonald, a print journalism major from Paducah, Baseball Youth Magazine, Meredith Milner, an advertising major from St. Louis, American Express Incentive Services in St. Louis.

Lauren Ashley Reynolds, a public relations major from Owensboro, WBKR in Owensboro; Brooks Santanello, a television production major from Millstadt, Ill., Bonneville Radio Group J in St. Louis; Ashlan Stephenson, a theatre major with a JMC minor from Salem, III., WJBD radio in Salem; and Jenna Vied, a broadcast journalism major from Benton, WPSD-TV in Paducah.

The JMC internship class was begun in 1968 when the major and master's in journalism was established under Dr. L. J. Hortin.

### Meet the Pros at Murray State-Oct 2010

4 JMC Journal Fall 2010

### Media professionals visit campus

Twenty-four mass communications professionals met with upperclassmen in the Department of Journalism and Mass Communications at the annual "Meet the Pros" event Oct. 14.

The pros, representing advertising, journalism, pubic relations and television production, talked with the IMC students about the job internships, narket. esumes, job interviews and bout their experiences in the ommunications field.

After the sessions with the tudents, the pros had dinner vith the JMC faculty/staff nd talked about their evalution of the current seniors nd about the JMC graduates a the field.

Dr. Bob Lochte, departient chairman, said that the iput from the pros serves asart of the outcome assessient data for the depart-

"It helps us evaluate what e are doing in the classroom and make changes necessary to prepare our students for the marketplace," Lochte

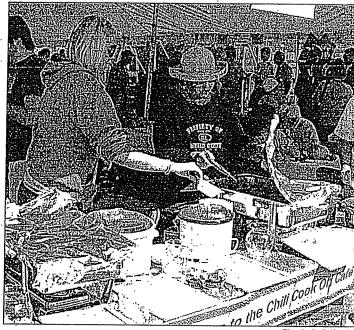
The pros participating in this year's event included William Amos, Jaguar Sports Marketing/IMG College, Mobile, Ala.; Jamie Futrell, Bristol Broadcasting, Paducah; Dave Washburn, FLW Outdoors, Benton; Gina Winchester, Regional Stewardship and Outreach, Murray State University; Jennifer Brown, Kentucky New Era, Hopkinsville.

Dave Winder, media relations, Murray State University athletics; Leigh Wright, freelance writer, Paducah; Charissa Acree, Peritus Public Relations, Louisville; Dr. Darryl and Kay Armstrong, L. Darryl Armstrong and Associates Behavioral Public Relations, Eddyville; Tab Brockman, TapLogic, Mur-ray; Susan Jones, Nellen and Jones Public Relations, Paris,

Lisa Satterwhite, Murray-Calloway County Chamber of Commerce; Sandra Wilson, NewPage Corporation, Wickliffe; Stephanie Elder, American Cancer Society, Paducah; Jason Barnett, Interactive Media Lab, Louisville.

Cathy Crecelius, WPSD-TV, Paducah; Josh Maxwell, Hopkinsville Community College television production; Todd Plewa, WPSD-TV, Paducah; Eric Seals, freelance producer, Digital Café/owner, illinois-Digital Cale/owner, illinois-prep.com, Chicago; Karie Thornton, WPSD-TV, Paduc-ah; Jerry Walker; WTVF-TV, Nashville Dwayne White, WSMV-TV, Nashville; and Justin Wylie, independent TV producer, Nashville.

The Department of Journalism and Mass Communications, one of the units in Murray State's College of Business, is nationally accredited by the Accrediting Council on Education in Journalism and Mass Communications.



Robin Orvino, right, adviser of the department's Public Relations Student Society of America, prepares to serve a bowl of chill at Tent City. PRSSA hosted a chili cook off at the Homecoming event.

### rom the chair:

often am mazed and humled by your genrosity and affecon for the learning cperience you had the Department Journalism and ass Communicaons at Murray ate University.

During our most

cent Phonathon, our alumni pledged e largest amount of any department in e College of Business, beating proams such as Accounting, Finance, and anagement. That was truly impressive,

Please let us know if your address changes



and we are grateful.

Many of you have contributed to our project to create a digital archive of The Murray State News, from its inception back in the 1920's to the present day. The University Libraries gave that effort a boost this year by including it in a larger archival endeavor in conjunction with the Kentucky State Library and the University of Kentucky to preserve as many newspaper collections as possible for their historical value.

As far as I can tell, we have the only university paper in the collection so far. The positive impact of this collaboration is it reduces the cost of the project substantially. The downside is it will take more time, probably mid-2011, before our archive is complete and available on line.

We have now moved the program in Graphic Communications to Wilson Hall and are looking into ways to integrate that curriculum with our other four

Beginning next fall, all our incoming students will také a basic digital media class from the Graphic Communication faculty. And we are looking ahead to more elaborate joint ventures, such as a program in electronic publishing.

There are more changes ahead in our curriculum.

Incoming students this fall will take the digital media class, our foundation

http://www.murraystate.edu/jmc

digital audio and video production class, and a class from computer science in web page design.

These tools along with our existing strong emphasis on written communication will allow the students in all majors Advertising, Journalism, Public Relations, and Television Production - to advance more rapidly to become mass communication professionals in the near future. It's an exciting challenge.

Many thanks again for your interest and generous contributions. We all wish you a Happy New Year 2011.

Bob Lochte chair



Department of Journalism & Mass Communications Murray State University 114 Wilson Hall Murray, KY 42071-3311 e-mail: jmcjournal@live.com

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Name:		Major:Year graduated:	Many have made generous donations to the JMC Endowment Fund and/or
Address:		Telephone numbers:	the <b>IMC General Fund.</b> Your support has made it possible for us to offer a quali-
City:	State:Zip Code:	Home: ( )	ty education to our students in advertis- ing, journalism, public relations and televi- sion production. Thank you for being a
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Place of Employment (optional):	•	Title:	
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November 2010 (36)
October 2010 (28)
September 2010 (13)
August 2010 (21)
July 2010 (15)
June 2010 (16)
May 2010 (20)
April 2010 (2)

Blog Topics (0)

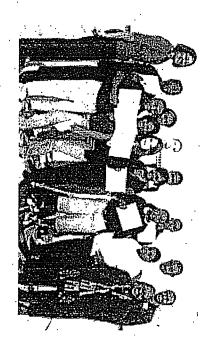
Friday, December 10, 2010

# Pearl-Cohn honors student achievements

Posted by: nmashburn at 10:11:38 AM

cream social in the afternoon. period. Honored students received a certificate during the morning assembly and were later treated to an ice Twenty-sevent students in Pearl-Cohn's 9th Grade Academy were recognized during a special Honors Assembly. The students were honored for academic achievements and good behavior during the first nine week report card

on the importance of perserverance Lelan Statom, weather anchor with NewsChannel5, was the guest speaker at the Honors Assembly. Statom spoke



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**NEWSCHANNEL 5 NETWORK - INTERNS** Submitted by:\_ Jenneyer Jawn Jawn Department: 5 PWS School Quarter: Summer 2010 Fall 2010 Spring 2011 Year: 2010 - 2011 Date Internship

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This webinar was attended by Joan Armstrong (Controller) and Kim Leach (Accounting Manager) on May 11, 2010.

Dear TAB Participants

This is a reminder that you are registered for:

Navigating the FCC's Equal Employment Opportunity Rules Webinar Presented by Brendan Holland, David Wright Tremaine LLP

The Webcast will take place:

Tuesday, May 11

1pm-3pm (Eastern), 12pm-2pm (Central), 11am-1pm (Mountain), 10am-12pm (Pacific)

To view the presentation, go to <a href="www.wmsu.org">www.wmsu.org</a>, and select the "Navigating the FCC's Equal Employment Opportunity Rules" listed on the home page. You do not need a login or password.

The webcast will be archived on this site, so you may go back and view the archived version on-demand. The archived webcast will be posted by Friday, May 14.

NOTE: the webcast is presented using Real Player, so we strongly suggest making sure you have Real Player on your computer and have tested it prior to the webcast. To download a free version of real player, go to <a href="https://www.wmsu.org/help/">www.wmsu.org/help/</a>

IMPORTANIE Once you have downloaded Real Player, please test your system by selecting Play at this link http://www.wmsu.org/senes.php?code=QUELLOMIEYou should be able to see and hear the test webcast. If not please contact your network administrator, as they may need to adjust your station's firewall or other blockers.

To ask <u>live</u> questions during the event, you may email <u>mab@wkar.org</u> and your question will be given to the presenter

For Technical Questions during the event, please call: 1-800-898-9527

Thank you!

Jill Green
TAB Operations Manager
Two International Plaza Drive
Suite 507
Nashville, TN 37217
615.365.1840
tabtn@bellsouth.net

To: All Tennessee Broadcasters

From: Jill Green, TAB
Re: Webinar offering

The TAB has teamed with the Michigan Association of Broadcasters to bring you this VERY IMPORTANT Webinar

Date: May 11, 2010 -

Time: 12 Noon Central/1:00 P.M. Eastern

**Duration: 2 Hours** 

### Navigating the FCC's Equal Employment Opportunity Rules Brendan Holland, Davis Wright Tremaine LLP

The FCC's current Equal Employment Opportunity rules have been in place for nearly seven years, but now is not the time for broadcasters to coast on auto-pilot. With the next broadcast station license renewal cycle just around the corner in 2011, stations need to make sure that they are familiar with the FCC's EEO rules and are taking all the steps necessary to ensure that they stay out of trouble. EEO continues to be a hot issue for the FCC, and one that draws many fines from the Commission, both at license renewal time and in connection with the ongoing random EEO audits that the FCC conducts several times a year.

With the changes in ownership, personnel, and hiring efforts that inevitably occur at stations over time, it is important that station owners, managers, and hiring personnel are on top of the FCC's rules. This session will provide a primer on the FCC's Equal Employment Opportunity rules, including the outreach required for the opening of jobs at the stations, the non-vacancy related activities that stations should be engaging in, and the record keeping requirements to make sure you keep all the necessary documents to support what the station did. The goal of the session is to refresh your understanding of the rules, provide insight into the FCC's enforcement and guidance in the past few years, and highlight some common pitfalls.

The TAB, of course, can never guarantee any EEO credits for participating in such a webinar, only the FCC can decide if this qualifies when doing an EEO audit. However, we will send individual letters of participation for each staff member that views the webinar which could be placed in your EEO file.

The following steps, we believe, would probably make the webinar qualify for EEO credit:

- 1. The webinar "constituted training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination." This is the 14th initiative listed by the FCC in its EEO rule.
- 2. The webinar be offered to all of the stations's "management level personnel."
- 3. That a significant number of such personnel signed up for the webinar and actually "sat through" the webinar from beginning to end. In that regard the TAB could confirm the names of the persons from whom the TAB received registrations but it would be up to the station to document which persons actually sat through the webinar.

The TAB pays for this webinar and offers it FREE to our member stations and all staff

### O REGISTER FOR THE MAY 11TH WEBINAR PLEASE CALL OR EMAIL JILL NO LATER THAN WEDNESDAY MAY 5TH AND BE SURE TO PASS THIS ALONG TO ALL OF YOUR MANAGEMENT PERSONNEL

### Jill

Jill Green
Tennessee Association of Broadcasters Business Manager
Two International Plaza Drive, Suite 507
Nashville, TN 37217
615.365.1840 office
615.365.1842 fax
tabtn@bellsouth.net
www.tabtn.org

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who will give the welcoming remarks and WTVF NewsChannel 5 Gaylord Opryland Resort & Convention Center, Ryman Hall C2. much, much more! They will also hear from Mayor Karl Dean Vashville Public Television are co-hosting a FREE community address at the event. Science Matters tote bags filled with who attend. Visit www.nsta.org/sciencematters/ for more cool giveaways will be distributed to the first 150 people officials and other community members. Participants will The National Science Teachers Association, WGBH and Meteorologist Lelan Statom, who will give the keynote engage in exciting hands-on activities, test and evaluate various oil spill clean-up methods, learn how to grow a Join us Saturday, December 4 from 8:30-11 a.m. at the plant hydroponically, race solar-powered toy cars, and science event for teachers, students, parents, school information or to learn how to register to attend the Vashville Science Matters Community Event

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# Join the TN Teachers Mailring

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3/16/2011 5:32.PM

Post: Nashville Science Matters Community Event Posted on 11/24/10 Kate Falk My Favorite Chatboards O Online Now! www.53.com/CheckingAccour 3ank Account. Apply Without The Hassles Change Channel ou are 10 Minutes Ally Bank® High Online Checking Fifth Third Bank (eep Your Money Away from a 5/3 Safe & Secure

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September + October

DISTANCE LEARNING FOR CAREER EXPLORATION

For updated info., go to the Content Provider file and click on the Provider name to go to their website

Amon Carter Museum:

### Art Work | (grades 4-12)

Students travel behind the scenes and learn about fascinating career opportunities in an art museum. They interact with art professionals from various museum departments and make connections between the skills and knowledge needed to work in the arts and what they are learning in the core content areas of their curriculum.

# Carnegie Museum of Natural History:

# "Meet the Scientists Series"

Carnegie Museum of Natural History is famous for the research its scientists conduct across the globe. From the Arctic to the tropics, from videoconferencing and discover how they incorporate the scientific method into their research. Conference topics generally focus on the Uzbekistan to Africa, CMNH scientists are making important discoveries worldwide. Interact with museum scientists through research interests and specialties of our scientific staff. Programs are appropriate for middle school and/or high school classes.

# Cleveland Institute of Music:

### "Careers in Music"

Grades 9412

Career opportunities in the music industry are surprisingly plentiful and diverse. This program provides a complete overview on what to expect and how to prepare for careers in music performance, music education, music therapy, recording engineering and arts

# Cleveland Metroparks Zoo:

### "Career - Zoo Security"

Ever wonder what it's like to keep a zoo safe and sound? What do we do in case of animal escape? Natural disaster? Discover the ins and outs of zoo security in this program

# "Career - Marketing and Public Relations"

Have you seen us in the newspaper? Have you heard about us on TV? Come and explore some of what it takes to promote a zoo and try your hand at marketing our some of our exhibits

# Cleveland Museum of Art:

### 'Museum Careers"

Grades | 9-12

Take a behind-the-scenes look at one of the vital jobs at The Cleveland Museum of Art. Students will have the opportunity to discuss with a member brings video clips of his/her working environment, information on relevant programs and an enthusiasm for lively interchange with your class. Past presenters have included the Curatorial Assistant of Ancient Art, the Coordinator of Film Programs and the Curator of the featured staff member the projects, career path, influences and aspirations which shaped that person's professional life. The selected staff Musical Arts Department.

### Columbus Zoo:

# "I Want to Work at a Zoo"

Students will explore the career opportunities that a zoo has to offer, and have the chance to engage in a question and answer session with an animal|keeper. Investigate how the knowledge, skills and interests learned in science classes apply to the careers students plan to pursue."

# Cranbrook Institute of Science:

### "Ask the Expert"

Give your students an opportunity to meet a scientist and discover what it's like being a paleontologist, geologist or other science or science education professional. Each program is unique, as different presenters use multi-media programs, artifacts and their own personal experiences to bring their life's work to your classroom.

# National Science Center, Augusta, GA:

# "Careers in Mathematics"

Grades 5-12, minimum 40 minutes

This program attempts to answer two general student questions with regard to mathematics:

- Why is mathematics important?
- 2. How is mathematics used in the work place?

This is a career education program for grades 5 through 12. The general goal of the program is to help students receive a better understanding of how "all that mathematics" they do in school can be used later in a variety of careers. NSC assembles a panel of at least four professionals from a variety of work fields. Each professional explains how they use mathematics at work. The second portion of the program allows students the opportunity to ask specific questions of the panel members regarding their work with

Panel thembers vary but the scope of areas represented can include accounting/business, chemistry, education, information systems Teachers are encouraged to have their students prepared with at least one mathematics career question per student. administration, nuclear engineering, mechanical engineering and statistics.

# Vanderbilt University Virtual School:

All programs are offered ONLY on the specific dates listed, at either 10am or 11am (EST), and are 45-minutes long.

CARE 中 CONVERSATIONS 2010 series (Grades 7-12):

Career Conversations allows students to meet with professionals in the work force and gain information vital to making informed career related decisions. Presenters discuss career

opportunities, the requirements for the job, the daily routine of the job, and career progression within the industry.

Discussion may include: education needed for the career, description of a typical work day, job search strategies, and what they consider the best and worst aspects of

the profession. Other sessions may include conducting a successful job search, moving up the career ladder, creating attention-getting cover letters, writing resumes, shining in

job interviews, dressing for success, negotiating salaries, and more.

Tues. September 21 - "Career in Nursing" with Judy Sweeney of Vanderbilt School of Nursing

Tues. September 28 - "Career as a Meteorologist" with Lelan Statom of News Channel 5/ CBS affiliate

ques. October 5 - "Career in ITS: Network Systems and Data Communications Analyst" with Bob Davis, co-owner of Transformations Tues. October 12 - "Career in Building: Contractor and Construction Management" with Lance McDonald of Landmark Construction

Thes. October 19 - "Career as a Physician Assistant" with Mick Antanitis of Siloam Clinic

Thes. November 2 - "Career in Television News Journalism" with Steve Hayslip and Amy Watson of News Channel 5/ CBS affiliate

slues. November 9 - "Career in Visual Arts" with Andee Rudloff of the Frist Museum

readership Dorelson-Hermitag, Media Day

### Lyn Plantinga

From: Phil Claiborne [sgt08@bellsouth.net]
Sent: Sunday, February 27, 2011 4:12 PM

To: Lyn Plantinga

Subject: RE: Lyn Plantinga Contact Info

Thanks so much for helping to put the media portion of the DH Leadership Day together. I was not able to attend due to other appointments in the afternoon but I heard from members of the group that it was very informative and interesting. Perhaps next year we can plan for the tour of the station and do a similar panel then.

Thanks again for helping to make a successful day happen for this group.

CM Phil Claiborne

From: Lyn Plantinga [mailto:lyn@newschannel5.com]
Sent: Wednesday, February 16, 2011 12:17 PM
To: Phil Claiborne

Subject: RE: Lyn Plantinga Contact Info

Hi, Councilman.

I received your message. Your panelists for next week are Neysa Taylor, our Assignment Manager; Ben Hall, Investigative Reporter; and Rhori Johnston, News Anchor. I have asked each of them to prepare a brief bio, and will pass it along as soon as I receive it.

My best-

Lyn

Lyn Plantinga Station Manager The NewsChannel 5 Network (615) 248-5233

**From:** Phil Claiborne [mailto:sgt08@bellsouth.net] **Sent:** Tuesday, February 01, 2011 11:23 AM

To: Lyn Plantinga

Subject: RE: Lyn Plantinga Contact Info

We finally have the schedule for Tuesday, February 22 confirmed for the D-H Leadership group. After they have lunch at the Capitol with Senator Haynes, Rep Turner and Rep Gotto they will have a 15 minute break and will assemble in the Senate Chamber to begin the media program at 1:15 pm.

#### CM Phil Claiborne

889-2907

482-0214

From: Lyn Plantinga [mailto:lyn@newschannel5.com]

Sent: Tuesday, December 14, 2010 12:54 PM

To: sgt08@bellsouth.net

Subject: Lyn Plantinga Contact Info

Councilman, we'll be glad to help you out on February 22<sup>nd</sup>. We will provide two panelists to speak and take questions. Please email me a list of the type of information you'd like us to cover.

Thanks so much,

Lyn Plantinga Station Manager The NewsChannel 5 Network (615) 248-5233 lyn@newschannel5.com



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# Welcome to Leadership Donelson-Hermitage online

participants with insights into how our community functions. Opportunities are provided to meet and network with other community leaders. structures. Class days include presentations by community leaders, and training in leadership skills, teamwork, and group development Developing leaders for a lifetime is what Leadership Donelson-Hermitage is all about. We are a community based organization that provides Leadership is a vital component in the success and economic future of the Donelson-Hermitage area. Visits to Donelson, Hermitage, and Nashville points of interest offer participants an inside view of the community's cultural and organizational

Mission Statement—enhance leadership abilities, address issues and improve the quality of life in the community.

## A note from the Executive Director

Hermitage works much the same way. Citizenship in our country comes with a price tag—participation. We must take part to benefit from all that is offered and Leadership Donelson-

mission to enhance leadership abilities, address issues, and improve the quality of life in our community—Donelson and Hermitage, Tehnessee. for our community. As Leadership Donelson-Hermitage goes—so goes our community! We invite you to explore our site and join us in our LDH offers opportunities to volunteer your time, to work towards the greater good, and to be with friends who have the same ideals and wishes

Deann Bradford Executive Director



Welcome!

Class of 2000

# Contact Leadership Donelson-Hermitage

Leadership
Donelson-Hermitage
P.O. Box 8387
Hermitage, TN 37076

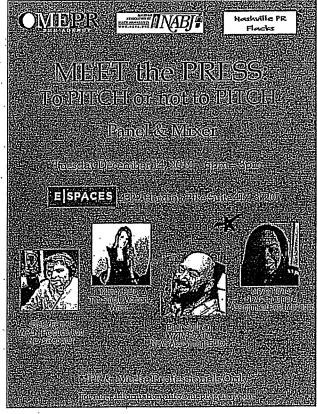
Phone: 615-414-7427

E-mail: director@leadershipdh.com

Web site development by
Big Mean Kitty Internet Design Studio

#### Meet The Press: To Pitch/Not To Pitch





In 2010 The MEPR Agency began implementing its signature continuing education programs: the Mentorship Project (below), Meet The Press, and the soon to come PR Intensive, 1-day PR bootcamp for young aspiring professionals.

As the last event of 2010 Meet The Press:
To Pitch or Not To Pitch was a
conversation with PR professionals and
television, radio, and online producers.
MTP is an ongoing dialogue between the
media, public relations professionals, and
the community affected by our efforts.

Special Thanks to <u>ESPaces</u>, NABJ,

<u>Nashville PR Flacks</u>, Deb Varallo of

Varallo PR for the photos, and Miji Pearse

our Social Media Reporter.

Follow the convo on twitter via #meetthepress or #mtp

RECAP HERE

From: Neysa Taylor

Sent: Wednesday, March 16, 2011 11:53 AM

To: Lyn Plantinga

Subject: FW: The MEPR Agency's Annual Report :: Our Year at a Glance

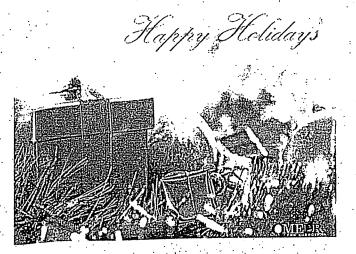
~Neysa Taylor

-----Original Message----From: kia.jarmon@gmail.com [mailto:kia.jarmon@gmail.com] On Behalf Of Kia Jarmon

Sent: Monday, December 27, 2010 10:47 AM

Subject: The MEPR Agency's Annual Report :: Our Year at a Glance

PR



These past 12 month's have been THE most rewarding times of The MEPR Agency. This year alone has been the most defining year for us and we know that 2011 will be even better. We have decided to gather our 10 + 1 most memorable and valuable MEfactor lessons and opportunities this year. We have represented some amazing brands, been acknowledged for our work in the community and in business,

and launched a mentoring program that is our most humbling project to date.

We know that we could not do ANY of this without your continued support, collaborations, and referrals. So...we THANK YOU!

Please share with us as we countdown 2010 and head into a prosperous 2011. We hope to see you in the New Year!

~The MEPR Agency Team~

:::: Continue Professional Growth & Networking ::::

### WTVF(TV) RECRUITMENT INITIATIVES FORM

April 1, 2011 - March 31, 2012

	Type of Recruitment Initiative (Menu Selection)	Date	Brief Description of Activity & Scope of Broadcaster's Participation (where applicable, include job title(s) of station staff involved in the activity)
1.	Internship Programs	Ongoing	Our Station hosts college interns on an ongoing basis. Interns receive hands-on training in a variety of skills, including operating a studio camera, writing for broadcast, timing newscasts, using broadcasting equipment, and effective story-telling.
			During the reporting period, the Station hosted 33 interns, as follows:
			<ul> <li>Summer 2011 - News Department (6), NewsChannel 5+ (2),</li> <li>Talk of the Town (4);</li> </ul>
			<ul> <li>Fall 2011 - News Department (2), Talk of the Town (4), Interactive (1);</li> </ul>
	·		<ul> <li>Spring 2012 - News Department (6), NewsChannel 5+ (2),</li> <li>Talk of the Town (4), Interactive (1), Production (1).</li> </ul>
2.	Event or Program Sponsored by Educational Institution Relating to Broadcast Careers	4/11/11	A WTVF Producer spoke to journalism students enrolled in Middle Tennessee State University's Intro to Television Reporting and Producing class. The Producer talked about her own career path and discussed what it takes to have a successful career in broadcasting.
3.	Event or Program Sponsored by Educational Institution Relating to Broadcast Careers	4/18/11	A WTVF Associate Producer provided a tour of the station to a group of communications students from Austin Peay University and discussed the variety of job opportunities available behind the scenes at a television station.
4.	Host a Job Fair	7/14/11	NewsChannel 5 hosted a Career Expo at Lipscomb University and provided live coverage of the event. The Career Fair included general information seminars about employment as well as booths manned by individuals representing 55 local employers where attendees could obtain information about job opportunities. WTVF solicited local employers and organized the logistical aspects of the event. Station participants included our Station Manager. NewsChannel 5 promoted this event extensively both on the air and on line. Two thousand job seekers attended this event.
5.	Event or Program Sponsored by Educational Institution Relating to Broadcast Careers	10/24/11	A WTVF Investigative Reporter spoke to a group of students at Lipscomb University, many of which were journalism students, about life as a journalist and the changing landscape for reporters.

	Type of Recruitment Initiative (Menu Selection)	Date	Brief Description of Activity & Scope of Broadcaster's Participation (where applicable, include job title(s) of station staff involved in the activity)
6.	Event or Program Sponsored by Educational Institution Relating to Broadcast Careers	10/11/11	A WTVF Meteorologist spoke to more than one hundred high school student leaders at a workshop for the Tennessee Association of Student Councils. The Meteorologist spoke about leadership, his own career, and careers in broadcasting.
7.	Management-Level Training Regarding Equal Employment Opportunity and Preventing Discrimination	10/11/11	A Diversity Consultant spoke to The WTVF employees about preventing discrimination in hiring. Thirteen of the Station's hiring managers were in attendance.
8.	Event Sponsored by Community Organization Interested in Broadcast Employment Issues	10/27/11	A WTVF Assignment Manager participated in a Media Meets Community mixer, sponsored by the National Association of Black Journalists. The event brought in community and civic leaders to discuss their concerns and comments about journalism with broadcast professionals.
9.	Event or Program Sponsored by Educational Institution Relating to Broadcast Careers	11/9-10/11	A WTVF Meteorologist spoke to several dozen students at two local high schools that were studying meteorology and shared the story of his path to becoming a meteorologist and the daily responsibilities of the position.
10.	Event Sponsored by Community Organization Interested in Broadcast Employment Issues	11/9/11	A WTVF Associate Producer spoke to the National Broadcasting Society, a student organization at Austin Peay University, about beginning and advancing a career in broadcasting.
11.	Event Sponsored by Community Organization Interested in Broadcast Employment Issues	11/3/11	The WTVF Station Manager co-chaired a day-long seminar for Leadership Nashville, an organization of community and business leaders. The afternoon sessions addressed the changing business model for media and its effect on the hiring process. Another session examined the current deadline demands for journalists and how those deadlines effect coverage.
12.	Participation in Scholarship Program to Assist Students Interested in Broadcasting Careers	12/1/11	Our Station provided a \$1000 scholarship to Middle Tennessee State University for a broadcasting student. The recipient will be designated the NewsChannel 5 Scholar and will have the opportunity to complete an internship at the Station.
13.	Activity Designed to Disseminate Information about Broadcast Careers	1/25/12	A WTVF Assignment Manager spoke to a media careers seminar at Tennessee State University about the wide variety of careers in broadcasting which are behind the scenes.

	Type of Recruitment Initiative (Menu Selection)	Date	Brief Description of Activity & Scope of Broadcaster's Participation (where applicable, include job title(s) of station staff involved in the activity)
14.	Activity Designed to Disseminate Information about Broadcast Careers	1/24/12	Two WTVF News Anchors participated in the Virtual School at Vanderbilt University, a distance-learning series for students in grades 7-12 across the State of Tennessee and spoke about careers in television news journalism.
15.	Event Sponsored by Community Organization Interested in Broadcast Employment Issues	2/17/12	A WTVF Assignment Manager participated on a panel for the Tennessee Valley Authority Economic Forum and discussed how social media has changed the demands on broadcasters and how those changing demands affect coverage.
16.	Participate in Job Fair	3/29/12	A WTVF Hiring Manager participated in a job fair at Nashville State Community College in Nashville and talked with attendees about career opportunities in television broadcasting.

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Department: Production.

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From:

Samantha Smith

Sent:

Thursday, March 08, 2012 2:14 PM

To:

Lyn Plantinga

Subject:

FW: MTSU Guest Speaker

This is also a thank you e-mail I received from a professor at MTSU for speaking to his class on April 11th 2011.

----Original Message----

From: jasso@mtsu.edu [mailto:jasso@mtsu.edu]

Sent: Monday, April 11, 2011 11:28 AM

To: Samantha Smith

Subject: MTSU Guest Speaker

#### Samantha,

I just wanted to say thank you for coming to my EMC 3500 Intro to Television Reporting & Producing class today. Its alway great for students to see what kind of dedication it takes to make it. I'm sure Chris Clark will be looking for you to come talk to his 3740 Advance Television Reporting & Anchoring class over the next few weeks.

Take care Samantha & again, thank you.

Mr. Robert Jasso Middle Tennessee State University Electronic Media Communications Dept. MTSU Box 58 Murfreesboro, TN 37132

From:

Jason Baggett

Sent: To:

Friday, March 09, 2012 8:55 AM

Lyn Plantinga

Subject:

FW: Letter for station

Subject: Fwd: Letter for station

----- Forwarded message

Note: this note refers to two leverts - a tour & speech to a group. The From: Lee, Kathy < <pre>leek@apsu.edu<mailto:leek@apsu.edu<>>

Date: Fri, Mar 9, 2012 at 8:14 AM

Subject: Letter for station

To: Jason Baggett < jason.baggett@gmail.com<mailto:jason.baggett@gmail.com>>>

Jason,

I would like to appreciate the station tour we had with our Communication students on April 18th and also coming to talk to the students in Clarksville on November 9th to the National Broadcasting Society group.

We look forward to other opportunities for you to visit our students.

Thanks again.

Kathy Heuston Associate Professor Dept. of Communication Austin Peay State University P.O. Box 4446 Clarksville, TN 37044



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#### Thousands Turn Out For Safe & Sound Career Expo

Recommend . 3 people recommend this. Be the first of your friends.

Posted: Jul 14, 2011 3:34 PM CDT Updated: Jul 14, 2011 6:36 PM CDT







NASHVILLE, Tenn. – More than 55 employers and 2,000 job seekers attended the third annual NewsChannel 5 Safe & Sound Career Expo at Lipscomb University on Thursday.

The event was presented by NewsChannel 5, the Nashville Chamber, and Lipscomb University, and held at Lipscomb's Allen Arena. Organizer Matt Lowney sald participating employers had 500 jobs up for grabs.



available were up higher than the previous two years, making it one of the largest free job fairs in Middle Tennessee. Last year there were 40 employers, many just looking to network. This year every company had open positions.

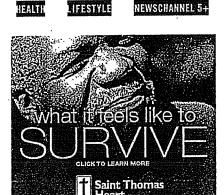
Lowney said the number of employers and jobs

Thousands of job seekers came with resume's in hand trying to make the best impression. For the past year finding employment has become Sheri Thiry's full time job.

"Being a more mature person," she sald.
"Sometimes you feel-like you're excluded-as-being-

over qualified."

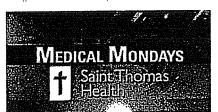
Thiry's job was downsized with CVS Caremark after more than a decade with the company.



#### From the Lifestyle Channel



- · Top health news
- About your money
- Top entertainment news
- For your home and family
   Check your horoscopel





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Advisories in
Your Area

Stay Connected

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Nashville's toprated talk show.

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Gas Gauge Find the cheapest gas near your home.

Merchandise
Mugs, aprons
and other
NewsChannel 5
merchandise



"There are always worse things, I think, in the world than not having a job," Thiry said optimistically. "I mean it's tough. It's not fun."

This was also the first year career coaching has been available on-site.

"I think the job market is definitely better than it was. I think that you still have to work to find the opportunities," added Thiry.

The job opportunities ranged from entry level positions to management. Officials with the Nashville Area Chamber of Commerce said they have been seeing a particular increase in the healthcare and information technology sectors.

Rebecca Leslie with the Nashville Area Chamber of Commerce said there's reason to be hopeful.

"We've seen some specific industries that are really growing," she said. "For example healthcare/ IT is an industry that has a high need for job growth right now."

"Right now as employers are starting to hire more and post their positions, we're seeing them be very strategic about which positions that they post or which positions that they open," said Rebecca Leslie with the Chamber.

Since being laid off Thiry's received more certifications, hoping it improves her chances. As she meets with recruiters, Thiry hopes one of the jobs she's applying for comes through.

Before heading to any job fair, here are some tips job experts said help potential employers notice job seekers:

- Target your resume to the job you're applying for.
- Make sure you're networking with anyone and everyone.
- Apply for the right jobs the ones you have the experience for.
- · Find the "hidden" job market
- Keep your online image clean. Employers may look you up on Facebook, Twitter or Linkedin. Avoid pictures and posts that would turn away hiring managers.

**Local News** 

More>>

Early Spring, Warm Temps Mean Busy AC Repairmen

Crews Respond To Large Brush Fire In Houston Co.

Police Identify Suspect In Salesman Car-Jacking

Manning: Work To Do To Get Back To 100 Percent

Bill Ending ID Requirement For Early Voting Fails

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From:

Michelle Bonnett

Sent:

Tuesday, March 20, 2012 4:29 PM Lyn Plantinga

To: Subject:

FW: Thank you!

From: Matt Lowney [mailto:Matt.Lowney@davita.com]

Sent: Monday, July 18, 2011 8:27 AM

To: Michelle Bonnett Subject: Thank you!

Michelle,

Hey I wanted to say thank you for helping make the career expo a huge hit this year. Easily the best one we've put on. In the end we had 55 employers, 2000 job seekers, and 150+ one on one career coaching sessions. Thanks for your help!!!

Thanks! Matt

**Matt Lowney** 

Recruiting Manager | People Services | DaVita.com DaVita Inc. 5200 Virginia Way Brentwood, TN 37027

Subject:

FW: Lipscomb University wants you back!

From: Deborah Taylor Tate [mailto:dtaylortate@comcast.net]

Sent: Monday, October 17, 2011 10:15 AM

To: Ben Hall

Subject: RE: Lipscomb University wants you back!

Let's just say 6 pm. And, you may have some other students from the Journalism school/majors.

Lets talk before Monday-know you are busy-what about Thursday sometime?

Debi

Deborah Taylor Tate

ITU Special Envoy and Laureate for Child Online Protection

U.S. Commissioner, Federal Communications Commission (Ret.)

From: Ben Hall [mailto:bhall@newschannel5.com]

Sent: Monday, October 17, 2011 10:01 AM

To: dtaylortate@comcast.net

Subject: RE: Lipscomb University wants you back!

Debbi,

I can be there any time you would like – so let me know what is best for your schedule. I could arrive at 6 or 6:15 and talk from there – if that works for you. Or if you want me earlier or later I will accommodate you.

Again, my calendar says I will be there next week October 24. I will bring a video of a story. Let me know what else you are talking about in the class, and please let me know what time works best for you.

I look forward to seeing you,

Ben

From: dtaylortate@comcast.net [mailto:dtaylortate@comcast.net]

Sent: Friday, August 26, 2011 1:26 PM

To: Ben Hall

Subject: Re: Lipscomb University wants you back!

Sent via BlackBerry by AT&T

From: Ben Hall < bhall@newschannel5.com>

Date: Thu, 18 Aug 2011 09:45:07 -0500

To: Deborah Taylor Tate<<u>dtaylortate@comcast.net</u>> **Subject:** RE: Lipscomb University wants you back! Debi,

How about Monday October 10, or Monday October 24? Please let me know which works best for you. Either works perfectly for me.

Thanks again for the invitation,

Ben

From: Deborah Taylor Tate [mailto:dtaylortate@comcast.net]

Sent: Wednesday, August 17, 2011 10:13 AM

To: Ben Hall

Subject: RE: Lipscomb University wants you back!

Wonderful. No rush, just let me know and I will plan around you.

It might be great if you were working on a story that you could share or a recent one- that way later in the semester we could "see" your report maybe- just a thought. Or, if more appropriate, an investigation that is final.

Thanks again and looking forward!

Debi

Deborah Taylor Tate

ITU Special Envoy and Laureate for Child Online Protection

U.S. Commissioner, Federal Communications Commission (Ret.)

From: Ben Hall [mailto:bhall@newschannel5.com]
Sent: Wednesday, August 17, 2011 10:02 AM

To: Deborah Taylor Tate

Subject: RE: Lipscomb University wants you back!

Debi,

Absolutely. I would be honored to speak again. I will bring a couple of stories this time to show, and we can talk about how the stories were put together. Also, please let me know the topics you are discussing, and I will incorporate them as well.

Let me talk to my wife about our schedule and I will get back to you by the end of this week about a specific Monday in October. Thanks for thinking of me!

Talk to you soon,

Ben

From: Deborah Taylor Tate [mailto:dtaylortate@comcast.net]

Sent: Wednesday, August 17, 2011 9:51 AM

To: Ben Hall

Subject: Lipscomb University wants you back!

Dear Ben-

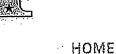
I hope you will join my class again this year to speak about your personal experiences as a journalist and the changing media ecosystem in which reporters now operate. Your insights were invaluable and many of the kids wrote about your lecture on their final exam! You should be pleased that you made a major impression on these bright young minds; many of whom will be in the media field soon! (3 went to law school so I was excited as well!)

Any Monday in October would be wonderful so they would at least have some basic knowledge. The class meets 5-7:30 but you could just come when it works best for your schedule during that time period!



Join/Renew Benefits of Membership





CALENDAR

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#### TASC/Middle Tennessee High School Area Workshop



"Set Sail with Leadership" Tuesday, October 11, 2011 8:00am - 12:15pm

Early registration deadline: September 20 Late registration deadline: September 27

Hosted by Ravenwood High School 1724 Wilson Pike Brentwood, TN 37027 Map and driving directions »

#### Cost:

- \$10/student for member schools (early registration, by Sept 20)
- · \$12/student for non-member schools (early registration, by Sept 20)
- \$15/student for late registration (by Sept 27)
- · No charge for advisors!



TASC is a proud member of the Southern and National Associations of Student Councils





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Our featured keynote speaker is Lelan Statom! Lelan is an Emmy Award winning meteorologist who has been helping Mid-Southerners start their day for more than 15 years. Since 1999, he has been part of Nashville's WTVF-TV NewsChannel 5's #1 rated morning newscast, NewsChannel 5 This Moming. He was born in Chicago and raised in Dyersburg, Tennessee. Lelan says his interest in weather dates back to the 7th grade. In fact, he had his own weather center in his backyard when he was in middle school. Read more »

- Download Workshop Publicity Postcard »
- Download the Middle Tennessee High School Workshop T-Shirt Design »
- · Download Student Delegate Release Form »
- Online School Registration (to be completed by advisor) »
- Student-Led Workshop Application (deadline: September 20) »

Web Design by Dynamx Digital

CALL TO SERVE: Ravenwood HS is collecting for a local food drive and ask that students each please bring 1 or 2 canned goods or nonperishable items with them to the conference. Thank youl

From: Sent:

Lyn Plantinga

Monday, October 10, 2011 5:46 PM

To:

**Operating Team** 

Subject:

Brown Bag Lunch Tomorrow (Tuesday)

Hi all.

As the hiring managers for NewsChannel 5, I hope as many of you as possible will attend tomorrow's Brown Bag Luncheon from 12:30 until 1:30. The topic is preventing discrimination in hiring. The best way to be sure our own hiring practices remain unbiased is to stay informed and vigilant. Tomorrow's speaker should be interesting and informative for all of us.

Thanks,

Lyn

#### Lyn Plantinga | Station Manager | The NewsChannel 5 Network

474 James Robertson Parkway | Nashville, TN 37219 | 615.248.5233 (t) | 615-248-5353 (f)

www.NewsChannel5.com | facebook.com/NewsChannel5

From:

Vicki Yates

Sent:

Thursday, March 08, 2012 11:18 AM

To:

Lyn Plantinga

Subject:

FW: Brown Bag Luncheon

Hi Lyn,

Here is the original email I sent to the staff about our Brown Bag Luncheon with Derek Young. Will you need anything else?

Vicki

From: Vicki Yates

Sent: Tuesday, October 11, 2011 10:32 AM

To: NC5all

Subject: Brown Bag Luncheon

Hello NewsChannel 5er's,

Just a reminder that today's Brown Bag luncheon will feature Derek Young of Young Management. He'll be speaking to us about Discrimination in Hiring Practices.

Today's luncheon will be held at 12:30 in the News Department Conference room....

Hope to see you and your lunch there!

The Diversity Team

Diversity Bown Bag-Oct// Station Monager Asst. News Director Mighely news air Sardy 5+ Director/Procher Andrew Chief Engineer Special Projects Produces Technical Operator Program Director Jackie Kenneth Mark 5+ Director/Aroclucer Marielena Thysic Monage Exercise Producer Controller accounting Mga Accounts Payable Local Sales Manager

From:

Nevsa Taylor

Sent:

Thursday, March 08, 2012 10:57 AM

To:

Lyn Plantinga

Subject:

this is the nabj event but I don't have the original email. this is what i saved in my calendar

Good Afternoon fellow NABJers! I hope that your week has started off great!

We are hosting our NABJ Mixer: Media Meets Community on Thursday October 27. The details are below. PLEASE feel free to pass this along!

This event is a great opportunity for journalists and PR professionals to mix with community leaders, politicians, business owners, and non-profits. I am asking that each of you invite your 'sources', colleagues, clients, etc. to attend the mixer. The information is below and see you October 27th!

Please join the National Association of Black Journalists Nashville

for the Media Meets Community Mixer. This event is an opportunity for the community and the media to meet, create a synergy, share story ideas, and create an open line of dialogue between Nashville's influential community.

When: Thursday October 27

Where: Nashville City Club, 201 4th Avenue North (parking is under the building and will be validated)

Food and drinks will be available for purchase

Time: 5:30-8:30pm

Who is invited: Media, PR practitioners, social media gurus, community leaders/organizers, politicians, business owners, non-profit directors, University leaders, etc

What: A conversation between Nashville's media and members of influence.

Kia Jarmon

Creative Director

The MEPR Agency

#### National Association of Black Journalists, Nashville Chapter

Twitter: NashvilleNABJ

#### Neysa E. Taylor

Assignment Manager WTVF- NewsChannel5 Phone: 615-248-5281 Fax: 615-244-9883

Email: <a href="mailto:ntaylor@newschannel5.com">ntaylor@newschannel5.com</a>

Twitter: NC5\_Ntaylor Facebook: NC5.Ntaylor www.newschannel5.com <u>Home</u> About Us News Programs

Contact Us

TACAAD

#### Interdisciplinary Science Students Meet Local Meteorologist

Thursday, November 10, 2011 - 4:42pm

On November 9 and 10, Nashville's NewsChannel 5 meteorologist, Lelan Statom, took time to visit with students in the Interdisciplinary Science I classes at Stratford STEM Magnet High School and Hillsboro High School. The ninth graders are currently studying meteorology and how weather affects everything.Mr. Statom shared his daily routine, his path to becoming a meteorologist, and information on how weather segments on TV, radio, and online are produced. He also answered student questions on topics ranging from acid rain to global warming to the effects of technological advances on

Read More...

#### Stratford Holds Inaugural White Coat Ceremony

Wednesday, October 26, 2011 - 3:04pm

The White Coat Ceremony is a meaningful tradition that is observed in medical, pharmacy, and graduate schools welcoming students to the next phase of their education. On October 26, juniors in the Interdisciplinary Science and Research (ISR) pathway of Stratford STEM Magnet High School's Academy of Science and Engineering were presented with lab coats embroidered with their names to prepare them for their individual environmental science research projects. Additionally, Mr. Brian Harrell, ISR teacher, and Mr. Mike Steele, academy and executive principal, were also presented with embroidered ...

Read More ...

#### A BMES Fall Break

Monday, October 24, 2011 - 5:52pm

One student from the School for Science and Math at Vanderbilt started his fall break a bit differently this year: Jaron "Shalom" Rottman-Yang presented his work, "Algorithm for Determining the Length of Fluorescent Bead Movement Trails," at the poster session of the Biomedical Engineering Society (BMES) Annual Conference in Hartford, CT on October 15, 2011. Co-authors on the poster included Coy P. McNew and Dr. Eugene J. LeBoeuf from the Vanderbilt Department of Civil and Environmental Engineering. The annual conferences of the BMES serve to build and support the blomedical engineering...

Read More...

#### Four SSMV Students are Siemens Competition Winners

Friday, October 21, 2011 - 3:52pm

From 17 project submissions, two School for Science and Math at Vanderbilt (SSMV) seniors have been recognized as finalists in the national Siemens Competition in Math, Science, and Technology for their team project and will go on to compete at the regional level. Additionally, two SSMV seniors have been named as semifinalists for their individual project submissions. Finalists: Jyotishka "Jyo" Biswas and Jaron "Shalom" Rottman-Yang completed their project in James Dickerson's laboratory (Department of Physics and Astronomy), entitled "Post-Electrophoretic Deposition Electrochemical Separation...

Read More ...

#### The Cancer Center at Moore Middle School

Thursday, October 13, 2011 - 2:38pm

On September 30, Ms. Martin's 7th grade science classroom J.T. Moore Middle School was transformed into a cancer center. As students settled into their chairs, the little physicians were divided into groups of two or three and were given two ziploc bags, one labeled normal and one labeled cancer, and 10 additional items representing the components of cells. They were challenged with the task of determining what materials are found in a normal cell and a cancer cell. After a short presentation explaining how normal cells become cancerous, the little physicians were given a more challenging task...

Partnerships with Metro Nashville Public Schools

Scientist in the Classroom <u>Partnerships</u>

School for Science and Math at <u>Vanderbilt</u>

Interdisciplinary Science and Research Program

Vanderbilt Science Support Center

Volunteer Scientist in the Classroom **Partnerships** 

**Programs for Students** 

GAS Camp

BEST Camp

Research Experience for High School Students

Young Scientist Journal

Resources for Teachers

Vanderbilt Science Support Center

Middle School Science Mania

Resources for Researchers

**Broader Impact Statements** 

Minors in Laboratories

Follow us on

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From: Sent:

Jason Baggett

Friday, March 09, 2012 8:55 AM

To:

Lyn Plantinga

Subject:

FW: Letter for station

Subject: Fwd: Letter for station

----- Forwarded message -----

Note: this note refers to two levents - a four & speech to a group. Ess From: Lee, Kathy <<u>leek@apsu.edu<mailto:leek@apsu.edu</u>>>

Date: Fri, Mar 9, 2012 at 8:14 AM

Subject: Letter for station

To: Jason Baggett <jason.baggett@gmail.com<mailto:jason.baggett@gmail.com>>>

Jason,

I would like to appreciate the station tour we had with our Communication students on April 18th and also coming to talk to the students in Clarksville on November 9th to the National Broadcasting Society group.

We look forward to other opportunities for you to visit our students.

Thanks again.

Kathy Heuston Associate Professor Dept. of Communication Austin Peay State University P.O. Box 4446 Clarksville, TN 37044

#### Jim Littlejohn & LoLita Toney **Program Chairs** Chris Ferrell, Co-Chair of the Day Lyn Plantinga, Co-Chair of the Day

**Program Committee Logistics Committee** 

Megan Barry **Greg Bailey** Billy Fields William Braddy Bill Phillips Shawn Johnson Jim Shulman David Lewis

Dawn Jones Alexia Poe Laura Tidwell

Mimi Bliss

Charlie Cardwell Elizabeth Latt Lisa Quigley Joyce Vise

**Bob Cooper** Pat Nolan Mary Rolando James Weaver

Karen Oertley

Peter Woolfolk

Gary Everton, Scribe

#### **GOVERNMENT & MEDIA DAY**

Thursday, November 3. 2011

Purpose: To explore the current dynamics in local and state government in order to gain a better understanding of how things are accomplished as well as the barriers to progress. To better understand the role for the media in our community and the dramatic ways in which media has changed in recent years.

Directions: Please park your car at the Wesley Place Garage, 2043 Scarritt Place Park in any open paid parking spaces (numbered 52-170) These are the first spaces you will pass in the garage. General directions to the Wesley Garage: From 1-65 take the Wedgewood Ave. exit and drive west. Turn right onto 21st Avenue South and just past the University School/Edgehill traffic light, you'll see the Scarritt Place traffic light; turn right and then right into Wesley Place Garage. From downtown driving out West End Ave., turn left at 21st Avenue South, which merges with Broadway by Vanderbilt. Just past San Antonio Taco & Ben & Jerry's, you'll see the traffic light at Scarritt Place, turn left and then right into Wesley Place Garage. Leave pocketknives at home but bring driver's license/photo ID and Leadership Nashville nametag for security clearance at the Courthouse.

Parking at the Metro Courthouse underwritten by Karl Dean, Mayor, Metropolitan Nashville Davidson County

7:15-7:30 a.m.	Board bus at Wesley Place Garage	Parking at Vanderbilt Underwritten by Vanderbilt University
7:30-7:50	Travel by bus to Metro Courthouse	Pass through Security Clearance at Courthouse
7:50-8:10	BreakfastMezzanine Level, Metro Court Breakfast Underwritten by Vice Mayor Dia	
8:10-8:15	Introductions Metro Council Chambers	Lyn Plantinga & Chris Ferrell, Co-Chairs of the Day
8:15-8:20	WELCOME	Diane Neighbors, Vice Mayor, Metropolitan Nashville
8:20-8:30	ISSUES TO WATCH FOR	Jim Blumstein, University Professor, Vanderbilt University
8:30-9:00	FORMATION OF METRO GOVERN- MENT: "I Know Because I Was There"	George C. Cate, Jr., Attorney
9:00-9:10	Break	
9:10-9:50	HOW THINGS REALLY GET DONE: IN METRO: Who has the power?	Gail Kerr, Columnist, <i>The Tennessean</i> , Moderator Bill Purcell, Former Mayor, Metropolitan Nashville Jerry Maynard, Member at Large, Metro Council Billy Lynch, Director, Metro Public Works

9:50-10:20	IN DEPTH ISSUE: Limiting the Property Tax Rate – A Timed Debate	Jim Shulman, Deputy Commissioner, TN Department of Health, Moderator David Manning, Former Metro Director of Finance
i.		Ben Cunningham, Real Estate Investor & Tax Activist
10:20-10:45	INTERACTIVE EXERCISE Public hearing on a Metro Council issue	Ana Escobar, Municipal Clerk, Nashville/Davidson County
10:45-11:05		Charlotte Pike. Take tunnel to end and elevators to the second floor. ber. Wear Leadership Nashville name badges to clear security
11:05-11:40	THE LEGISLATIVE LEADERS: House Chambers	Demetria Kalodimos, News Anchor, WSMV-Channel 4, Moderator Beth Halteman Harwell, Speaker of Tennessee General Assembly Mike Turner, Member, Tennessee General Assembly
11:40-12:15	INSIDE THE ADMINISTRATION Senate Library	Facilitated by Pat Nolan, SVP, Dye Van Mol & Lawrence PR
12:15-12:55	Box Lunch Lunch underwritten by Nashville Electric S Balcony Outside House Chambers	Service ·
12:55-1:25	Break & Travel to First Amendment Cente	r1207 18 <sup>th</sup> Avenue South, 37212
1:25-1:40	MID-DAY ASSESSMENT	Jim Blumstein
1:40-2:10	MY DEADLINE IS WHEN? How covering the news has changed	Liz Latt, Moderator Michael Cass, Senior Writer, <i>The Tennessean</i> Cara Kumari, Capitol Reporter, WSMV-Channel 4 News Joey Garrison, Reporter, <i>The City Paper</i>
2:10-3:00	ANATOMY OF INVESTIGATIVE REPORTING Interactive Session	Mimi Bliss, Owner, Bliss Communications, Moderator Deborah Fisher, Senior Editor, News, <i>The Tennessean</i> Ben Hall, Investigative Reporter, NewsChannel 5  Jeremy Finley, Investigative Reporter, WSMV-Channel 4
3:00-3:10	Break	Ken Whitehouse, Investigative Reporter, The City Paper
3:10-3:45	THE CHANGING BUSINESS OF MEDIA	Peter Woolfolk, Pres. & CEO, Communications Strategies TN, Mod. Rex Hammock, CEO, Hammock Inc. Carol Hudler, President & Publisher, <i>The Tennessean</i> Tori Hughes, Publisher, Nashville Post
3:45-4:15	Journalism Across the Generations	Debbie Turner, President & GM, NewsChannel 5 Network  John Seigenthaler, Publisher Emeritus, The Tennessean interviewed by John M. Seigenthaler, Partner, Seigenthaler Public Relations New York
4:15-5:00	MEDIA ETHICS: You make the call	Gene Policinski, Executive Director, First Amendment Center
5:00-5:30	Hospitality in Rotunda	Underwritten by SouthComm

.

5:30-6:30 CAUCUS in Room 106

6:30-8:00 **DINNER & LET FREEDOM SING** 

Gene Policinski, Executive Director, First Amendment Center Underwritten by Vanderbilt University

Forum

Shuttle back to Wesley garage...Parking & Shuttle Buses today provided by Vanderbilt University; Courthouse parking underwritten by

#### HOMEWORK:

1) Watch a portion of Metro Council meeting. Web link: <a href="http://www.nashville.gov/multimedia/council\_meetings/index.asp">http://www.nashville.gov/multimedia/council\_meetings/index.asp</a>

2) Read the Metro Council briefing on the proposed fairgrounds legislation for Metro

3) Watch production of a live TV newscast and brief interaction with editorial decision-makers

NewsChannel 5, Available times and dates:

Monday, October 24, 4:40 PM

Wednesday, October 26, 4:40 PM

Thursday, October 27, 5:40 PM

Space is limited - please RSVP to lyn@newschannel5.com

Directions and parking instructions will be emailed to those confirming attendance.

## The Landmark Foundation Prepared by: Lyn Plantinga For: NewsChannel 5 Network, LLC

### **Check Request**

Payable to:	MTSU Mass Communications Department			
Address	1301 East Main Street			
City, State, Zip:	Murfreesboro, TN 37132			
Contact Person:	Dr. Roy L. Moore, Dean	Phone:		
501(c)3 (underline):	Attached <u>/ On File</u>	Email	rlmoore@mtsu.edu	
Project Name:	Broadcasting Student Scholarship			
Amount Requested:	\$1,000			
Project Summary:	Middle Tennessee State University is the largest institution of higher learning in the state of Tennessee, and provides more interns to NewsChannel 5 that any other college or university in the country. Students gain hands-on learning experiences using professional grade equipment. These funds would provide financial assistance for students who could not otherwise afford to attend MTSU.			
Funds Will Be Used For:	A student scholarship			
Field of Interest (underline):	Human Services / <u>Education</u> / Arts & Museums / United Way / Environmental			
Business Unit Approval and Date:	November 21, 2011			
Corporate Approval and Date:	November 25, 2011			



#### THE LANDMARK FOUNDATION 474 JAMES ROBERTSON PARKWAY NASHVILLE, TN 37219

December 1, 2011

Dr. Roy L. Moore, Dean MTSU Mass Communications Department 1301 East Main Street Murfreesboro, TN 37132

Dear Dr. Moore:

The Landmark Foundation is pleased to provide a grant to the MTSU Mass Communications Department in the amount of \$1,000. Enclosed you will find a check in the amount of \$1,000.

This grant is made by the Foundation on behalf of our participating division, the NewsChannel 5 Network. We would appreciate it if any public acknowledgement of this grant would reference NewsChannel 5.

Also enclosed is a Landmark Foundation form as required by the IRS for our records. We ask that you please complete it and return the executed copy to the address on the form.

We are delighted to support MTSU and help provide financial assistance for students in the field of communications.

Sincerely,

Debbie Turner Vice President

The Landmark Foundation

#### Lyn Plantinga

From:

Neysa Taylor

Sent:

Thursday, March 08, 2012 10:53 AM

To:

Lyn Plantinga

Subject:

FW: Speak to a TSU class? (1/25/12 event)

From: Tommy Booras [mailto:tommybooras@yahoo.com]

Sent: Wednesday, January 18, 2012 11:20 AM

To: Neysa Taylor

Subject: Re: Speak to a TSU class?

Great! Thanks again!

From: Neysa Taylor <ntaylor@newschannel5.com> To: Tommy Booras <tommybooras@yahoo.com> Sent: Wednesday, January 18, 2012 10:19 AM

Subject: RE: Speak to a TSU class?

Perfect! See you then

From: Tommy Booras [mailto:tommybooras@yahoo.com]

Sent: Wednesday, January 18, 2012 10:07 AM

To: Neysa Taylor

Subject: Re: Speak to a TSU class?

I wanted to see if next Wednesday is still good for you...3 pm in room 287, Performing Arts Center.-TB

From: Neysa Taylor <ntaylor@newschannel5.com> To: Tommy Booras <tommybooras@yahoo.com> Sent: Wednesday, January 11, 2012 5:41 PM

Subject: RE: Speak to a TSU class?

Yes. I can speak to your class. How does 1/25 look?

As for a visit to NC5, let me check with the person in charge of tours and I will email you back.

~Neysa

From: Tommy Booras [mailto:tommybooras@yahoo.com]

Sent: Monday, January 09, 2012 11:39 AM

To: Neysa Taylor

Subject: Speak to a TSU class?

Dear Ms. Taylor:

I teach a media careers seminar at TSU, and I was given your name by the Communications Department chair. Dr. Terry Likes.

I wanted to see if you would be interested in speaking to my class this semester, and if it would be possible for the class to take a tour of your facility.

The class meets every Wednesday from 3-4:30, and the idea is to expose students to careers within mass communication: TV, radio, sales, internet, etc., and to let them know that not every job is an on-air position. Any Wednesday during the semester is good for me.

Thanks for your consideration.

Tommy Booras Instructor of Communications Tennessee State University

## THE URIUNE OCHOOL QUANCERBILT UNIVERSITY

## UirtualSchool

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# SHIP CLUB 2012

All sessions begin at 9:00 AM and 10:00 AM Central Time. See schedule below for exceptions.

Cost is \$75 per session.

REGISTER online for videoconferences: http://www.vanderbilt.edu/virtualschool/registration.htm

## **Uideoconferences**

View Cur Catalog

Registration

Archived Uidea Connection info

Checklist

Cost

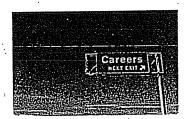
Confirmation Calendar

Cancellation Policy

Rate Jur Conferences

FAOs

## Career



For students in grades 7-12

Career Conversations allows students to meet with professionals in the work force and gain information vital to making informed or related decisions. Presenters discuss career opportunities, the requirements for the job, the daily routine of the job, and care progression within the industry.

Discussion may include: type of education needed for the career, description of a typical work day, job search strategies, and wh consider the best and worst aspects of the profession. Other sessions may include conducting a successful job search, moving a career ladder, creating attention-getting cover letters, writing resumes, shining in job interviews, dressing for success, negotia salaries, and more.

Full Schedule Here

## Rent Our Studio Technology Workshops

~Please Note~
ALL Vanderbilt University Virtual
School video conferences are
scheduled on
CENTRAL time and are for
Published Date(s) and Time(s)
ONLY.

## **Black History Month**



#### For students in grades 5 -12

In honor of Black History Month, Vanderbilt Virtual School focuses on the history, political lives, music, and cultura contributions of African Americans to encourage students to explore the history of African Americans, learn about the struggles, and celebrate their successes.

Established as Negro History Week in the 1920's by Carter G. Woodson, February was chosen for the celebration beca Frederick Douglass and Abraham Lincoln were both born in this month. Extended to a month-long celebration in 1976, I History Month is an opportunity to emphasize the history and achievements of African Americans.

Learn exciting stories of Frederick Douglass; Booker T. Washington; George Washington Carver; Sojourner Truth; Ha Tubman; and Rosa Parks. Hear about Martin Luther King, Jr. and the Civil Rights Movement. Study what it was like to I the Color Barrier. Honor the struggles and triumphs of millions of American citizens over the most devastating obstacl slavery, prejudice, poverty - as well as their numerous contributions to the nation's cultural and political life.

Full Schedule Here

#### RACE FOR THE PRESIDENCY

2012

For students in grades 5-12

As presidential nominees crisscross America in pursuit of votes, this journey to the White House provides "teachable mor for your students. Vanderbilt Virtual School presents 15 videoconferences with classroom-ready lesson plans in the Race Presidency series. These lessons will inform and engage your students in the presidential election process.

Click on the title of each videoconference to find classroom-ready lessons that provide clear educational objectives, vocal straightforward directions, national standards, pre-activities, post-activities, assessment strategies, and opportunities for relearners of all styles and abilities.

By participating in the 15 "Race For the Presidency" videoconferences, teachers will have a unique opportunity to teach presidential elections and the election process, the electoral college, current issues, the importance of making informate decisions, and the importance and privilege of voting. Seize these "teachable moments" and register early for the videoconference sessions as we encourage critical thinking on issues of the day and journey together in this Race For Presidency.

Complete Race For The Presidency Schedule





For students in grades 5-12

"WITNESSES AND VOICES of the HOLOCAUST" are powerful videoconferences presented by aging, eye-witness Holocaust surviv a concentration camp liberator; by an author of a book on the Holocaust; and by the Director of the Tennessee Holocaust Commiss What was it like to be a Jew in Europe prior to World War II, and how were Jewish lives different from non-Jews? How did the Nazi in Germany impact Jewish lives? Eleven million people were killed in the Nazi Holocaust including 6 million Jews. What was life life forced labor camps; in concentration camps? What did it mean to be liberated?

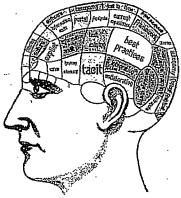
Subtle yet powerful, historical and personal, these videoconferences will employ emotional and powerful words and images strung to to weave stories of triumph over adversity. These presenters will challenge students never to forget the lessons from the Holocaust, ar will provide the rare and memorable opportunity for your students to speak directly with those who lived during this time and surving their experiences with others.

"Witnesses and Voices of the Holocaust" offers firsthand accounts from survivors of all kinds. . . . those who lived through the war as in hiding; in ghettos; in forced labor camps; in concentration camps; by escaping; or in active resistance to Nazi rule. This videoconi series illustrates how many Holocaust survivors (and a liberator) found their way through unimaginable hardship and suffering to for lives of purpose and dignity.

These videoconferences will celebrate the courage of the survivors and the liberator and spotlight the Holocaust as the pre-eminent mexample of the fruits of hatred, intolerance, ignorance and mass manipulation. "WITNESSES AND VOICES of the HOLOCAUST have a lasting impact on everyone who participates.

Full Schedule Here





Four videoconferences are in the Things We Need To Know series with need-to-know information for students. Look closely and find how to lessons can make a difference and ignite interest in your classrooms. These videoconferences can share best practices and turn discussion ongoing actions. Join us as we explore Things We Need To Know.

Full Schedule Here

#### CAREER CONVERSATIONS



TUE, JAN 24, 2012

"CAREERS IN TV JOURNALISM/NEWS ANCHORS"

STEVE HAYSLIP AND AMY WATSON



TUE, FEB 7, 2012

"CAREERS IN SOCIAL MEDIA AND WEB COMMUNICATIONS" MELANIE MORAN, ASSOCIATE DIRECTIVANDERBILT UNIVERSITY NEWS SERVI

TUE: FEB 21, 2012

"PERSONALITY STYLES IN THE WORK

ASHLEY MILLER LOGSDON WITH 48 DA

TUE, FEB 28, 2012

"HOT JOBS IN A COOL ECONOMY"

PAULA HARRISON, CAREER TRAINER FF TENNESSEE CAREER CENTER

MON. MAR 19, 2012

TRAVEL AS A POLITICAL ACT

RICK STEVES

"WRITING A RESUME AND PREPARING FOR THE JOB INTERVIEW"

TUE, MAR 27, 2012

JAN MCKEEL, DIRECTOR, SOUTH CENTRA WORKFORCE ALLIANCE

#### **BLACK HISTORY MONTH**

THU, FEB 2, 2012

"AFRICAN FOLK TALES"

ESTELLE CONDRA, STORYTELLER AND AC

WED, FEB 8, 2012

"FROM DAYS OF SLAVERY TO DAYS OF FREEDOM: STORIES OF <u>FREDERICK</u> DOUGLASS, BOOKER T. WASHINGTON, AND <u>GEORGE WASHINGTON CARVER</u>" -9:00 ONLY

DR. FRANK DOBSON, DIRECTOR VANDEL UNIVERSITY BLACK CULTURAL CENT

WED, FEB 15, 2012

"FROM DAYS OF SLAVERY TO DAYS OF FREEDOM: STORIES OF <u>SOJOURNER</u> TRUTH, <u>HARRIET TUBMAN</u>, <u>PHILLIS</u> <u>WHEATLEY</u>, AND <u>IDA</u>. <u>B.WELLS</u>" – 9:00 ONLY

DR. FRANK DOBSON, DIRECTOR VANDEI UNIVERSITY BLACK CULTURAL CENT

WED, FEB 22, 2012

"CIVIL RIGHTS STRUGGLES"

KWAME LILLARD, CEO AFRICAN AMERI CULTURAL ALLIANCE

WED, FEB 29, 2012

"BREAKING THE COLOR BARRIER"

HOWARD GENTRY, METRO NASHVILI CRIMINAL COURT CLERK, FORMER VI MAYOR . . . THE FIRST AFRICAN-AMERIC VICE MAYOR.

#### RACE FOR THE PRESIDENCY

THU, FEB 23, 2012

"THE ROLE OF MEDIA IN THE PRESIDENTIAL ELECTION"

PAT NOLAN, PUBLIC RELATIONS EXPERT 22 YEARS' EXPERIENCE IN MEDIA RELATI CRISIS COMMUNICATIONS AND POLIT

THU, MAR 1, 2012

"PARTIES AND PLATFORMS: DEMOCRAT AND REPUBLICAN" LARRY WOODS, ATTORNEY FOR THE DEMOCRATIC PARTY ADAM NICKAS FOR THE REPUBLICAN PA

THU, MAR 15, 2012

"KEY ISSUES IN THE 2012 PRESIDENTIAL ELECTION".

CARRIE ROUSH AND TED BRIGGS, VANDERBILT UNIVERSITY POLITICAL SCI GRADUATE STUDENTS

THU, MAR 29, 2012

"THE POWER OF ONE VOTE"

DEBORALL TAYLOR TATE - ITU SPECI/ ENVOY AND LAUREATE FOR CHILD ON PROTECTION U.S. COMMISSIONER, FEDE COMMUNICATIONS COMMISSION (RE

#### WITNESSES AND VOICES OF THE HOLOCAUST

PAUL FLEMING, CO-AUTHOR OF "ITH "" "PRELUDE TO THE HOLOCAUST" - 9:00 FIOLOCAUST AND OTHER GENOCIDES" B

#### Lyn Plantinga

From: Sent:

Nevsa Taylor

Thursday, March 08, 2012 10:55 AM

To:

Lyn Plantinga

Subject: Attachments: FW: This Friday - Parking info for TVA media panel List of attendees for Media Panel on Feb. 17.xlsx

From: mimi@mimibliss.com [mailto:mimi@mimibliss.com]

Sent: Tuesday, February 14, 2012 4:13 PM

To: richardstevens@theleafchronicle.com; ckumari@wsmv.com; Lance Williams; Neysa Taylor

Subject: This Friday - Parking info for TVA media panel

Neysa, Richard, Cara and Lance,

I'm looking forward to our panel discussion for the TVA Economic Development Forum from 10:05-11:15 a.m. on Friday. Feb. 17 (this Friday). We'll be at the Downtown Hilton at 121 Fourth Ave. South. If you park at the Hilton, your parking stub will be validated at the meeting. My mobile # is 479-3656 if you need to reach me on Friday morning.

Please send me a quick email to confirm that you're a "go" for Friday.

I've attached the list of people who are registered for our session.

Pasted below are the topics and some questions. I expect we'll have additional questions from the audience.

I look forward to our session on Friday! Mimi

#### Topics/Questions:

- Confidential discussions about a deal to bring a new company to a community, i.e. when do you report on talks, how many sources do you need, when do you sit on a story, etc.
- Building relationships with local news media. Examples of companies and local economic development organizations or chambers of commerce that work effectively with news media. Your suggestions for economic development professionals who want to build better relationships with reporters and editors.
- Nuts and bolts. How do you like to receive information? DOs and DON'Ts.
- What types of jobs/economic development stories do you cover? What makes a good story?
- What are the elements that you need for a news story? What's news? What type of interviews do you need? Visuals? "Real" people in addition to officials, etc. What are common mistakes that organizations make
- Formal announcements of companies relocating to an area. What is more newsworthy vs. less newsworthy? Which stories are the most interesting and compelling.
- Lavoffs. How do you cover major layoffs? What are examples of companies/communities that handle these situations poorly or well?

- Chambers of Commerce and economic development professionals in rural areas. How can they attract media coverage from TV stations in larger cities?
- Impact of mobile, Twitter, websites, Facebook, etc. How you use social media on-the-job, why people should look for coverage beyond the 6 o'clock news or front page.

Mimi Bliss Media & Presentation Training Bliss Communications 615-297-3656 mimibliss.com

Speak with Confidence & Credibility

#### /O=NEWSCHANNEL 5/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RE

From:

Fletcher, Lisa [Lisa.Fletcher@nscc.edu]

Sent: To: Thursday, March 22, 2012 9:34 AM

lo: Cc: Lyn Plantinga Hooks, Stephen

Subject:

Registration Confirmation for the NSCC Spring 2012 Job Fair & Transfer Day Event

Attachments:

Career Fair Invoice.doc

#### Good Morning Lyn,

Thank you for registering for the NSCC Spring 2012 Job Fair &Transfer Day Event on Thursday, March 29th. Both the morning session from 10:00 am to 1:00 pm and the evening session from 4:30 to 6:00 pm will be held in the Nashville State Community College *Student Services Center*. We are excited that you will be able to participate and meet our students, graduates and alumni! An invoice is attached to this email.

As soon as the payment is processed, a receipt will be emailed.

#### **Directions & Parking**

Our campus is located at 120 White Bridge Road, Nashville, TN 37209. The Student Services Center is located around the back of the school. Directional signs will be placed in the driveways leading you to the job fair. Employers/Colleges may park in visitor parking (white lines). Employers/Colleges can also pull up in front of the Student Services Center to drop off any large equipment or display materials before parking in lot.

Attached is a link to our website that provides our address and a link for directions:

Click on main campus.

http://www.nscc.edu/campuses/

#### Set Up & Clean Up

Set up will begin at 9:00 a.m. on 3/29 with Job Fair & Transfer Day beginning at 10:00 am sharp. We ask that employers/colleges remain in their booths until 1:00 pm to allow all of our students/graduates to have a chance between and after classes to meet with them. If you are only attending the morning session, we ask you to please leave informational materials on the table to accommodate our evening working student population. When you arrive, please check in at the employer/college check in to pick up your packet of information as well as your lunch tickets.

If you need any additional information and you are an employer, please feel free to contact Lisa Fletcher or Stephen Hooks at the NSCC Career Employment Center at 615-353-3248. If you are a college/university representative and need additional information, please contact Evelyn Hadley at 615-353-3233. We look forward to your participation in NSCC Spring 2012 Job Fair & Transfer Day.

Sincerely,

Lisa Fletcher, CPS Nashville State Community College Career Employment Center 120 White Bridge Rd. Nashville, TN 37209 Phone: 615-353-3230

Fax: 615-353-3254

Email: lisa.fletcher@nscc.edu

Bill To:

News Channel 5 Attn: Lyn Plantinga

474 James Robertson Pkwy.

Nashville, TN 37219

Remit Payment To:

Attn: Lisa Fletcher

Nashville State Community College

120 White Bridge Road Nashville, TN 37209

### Invoice for 2012 NSCC Job Fair & Transfer Day

Quantity	Description	Amount
· 1	NSCC Job Fair & Transfer Day-NSCC Nashville, TN Nashville State Community College- March 29, 2012	\$25.00
	*Please make checks payable to: Nashville State Community College Put in memo line- "NSCC Job Fair" Please note: To make arrangements for credit card payment, please contact Lisa Fletcher at 353-3248  Payment is due prior to or day of event: March 29, 2012	

TOTAL DUE \$25.00

Thank you for participating in the NSCC 2012 Job Fair & Transfer Day

Please remit payment with a copy of this invoice to: Lisa Fletcher Secretary, Career Employment Center

Any questions please contact Lisa Fletcher or Stephen Hooks at Nashville State Community
College Career Employment Center at 615-353-3248